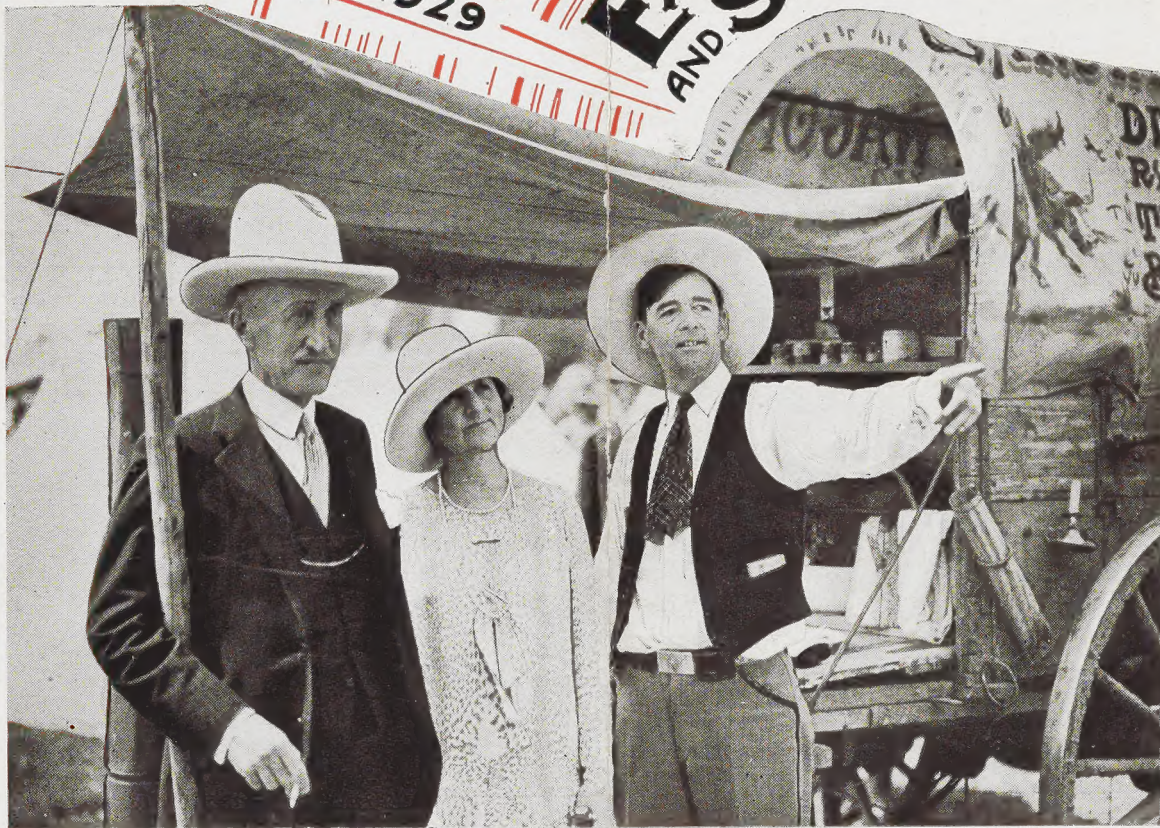


JULY 8 TO 13, 1929

CALGARY EXHIBITION AND STAMPEDE



SOME THRILLS

The view on the right shows a competitor being thrown from one of the large herd of Brahma steers purchased specially for the Stampede.

The centre view shows a steer decorator just leaping from his highly trained mount. His job is to attach a ribbon to the horn and let the steer go. Plenty of times he lets the steer go before he attaches the ribbon and loses out.

One of the most keenly contested competitions is the BUCKING HORSE CONTEST seen on the right.

THE CALGARY EXHIBITION

THE SHOW WINDOW OF THE RESOURCES OF ALBERTA

Generous premiums in the several departments.

The Live Stock Show is particularly strong and representative. A classification is included which is open to the world, and a new classification is this year being included for Alberta-bred cattle of the several breeds.

Come and see the wonderful display of live stock, Government, domestic and industrial exhibits.

Alberta has marvellous, undeveloped natural resources in agricultural lands, coal, oil, gas and other minerals.

The Calgary Exhibition and Stampede is a unique, gigantic, civic undertaking, held in its natural environment, devoid of sham, rehearsal, exaggeration or affectation.

\$70,000.00 offered for Prizes and Purses.

The Dog Show is held Wednesday, Thursday and Friday of Exhibition Week.

The Johnny J. Jones Shows all week.

WE MAKE THIS STATEMENT AND DEFY CONTRADICTION. YOU ARE JUDGE. THE CALGARY EXHIBITION AND STAMPEDE IS THE GREATEST COMBINED CELEBRATION OF ITS KIND IN THE WIDE, WIDE WORLD.

CALGARY ALBERTA, CANADA

A HOLIDAY EXTRAORDINARY
SOME FEATURES OF AN UNUSUAL WEEK.

Live Stock, Government, Agricultural, Industrial and Domestic Exhibits—Art Loan Exhibit from Royal Canadian Academy of Arts—Stampede Parade—Morning Street Display—Western Village, Indians, Mounted Police, Hudson Bay Trading Post, Old Timers' Log Headquarters—Cowboy and Old Timers' Ball—6-Day Running Race Meet—Bucking Horse Riding—Calf Roping—Steer Decorating—Indian Races—Wild Cow Milking—Wild Horse Racing—Chuck Wagon Races—Vaudeville—Steer Riding—Novelty Revue—Fireworks—Old Timers' Re-Union—Band Contest—Princess Patricia Band—Massed Band Concert, 250 instruments—Another New Exhibits Building this year—Pavement laid from Main Gate to the Grandstand—Largest Grandstand in Western Canada—Special Passenger Fares—Free Accommodation Bureau—Gateway to Canadian Rockies—Banff and Lake Louise, Nature's Gems—600 miles of Magnificent hard surfaced Motor Highways.

The cut on the right shows one of the cowgirls during the Morning Street Display.



THE CALGARY STAMPEDE

WHERE THE WORLD'S BEST COWBOYS MAKE "WHOOPEE"

Introducing in honest, open competition those romantic Knights of the Range, picturesquely attired in the garb of their calling, intrepid horsemen, striving for the honors and glory that go to the victors, in this stirring, startling, stupendous STAMPEDE, where the thrilling, daring feats of the men of the mountains and plain struggle for supremacy, to capture the OFFICIAL NORTH AMERICAN CHAMPIONSHIP TITLES, as well as the CANADIAN CHAMPIONSHIP TITLES, TWENTY-FIVE THOUSAND DOLLARS IN CASH AND TROPHIES. BUCKING HORSE CHAMPION RIDER GETS \$2,300.00 CASH.

WHERE THE PIONEERS AND OLD-TIMERS OF THE WEST MEET.

The annual round-up, the get-together of the men and women who paved the way to make the Far West the prosperous and progressive portion of North America that it is to-day. Those who trekked across the plains in the prairie schooners of song and fable, the cow-men, who came up the trail, the re-union of the veteran world-famed force that brought Law and Order to the Great Northwest—the Northwest Mounted Police—the men of the Scarlet and Gold. Every figure and feature of the frontier days are here, all originals of the types they represent—not actors, dressed to play a part.

SEE THEM ALL IN THE PAGEANT OF FRONTIER HISTORY IN THE UNEQUALLED STAMPEDE PARADE, MONDAY MORNING AT 10 O'CLOCK, JULY 8TH. IT'S SIX MILES LONG.

THE WEEK'S PROGRAMME

The programme opens with the Stampede Parade at 10 o'clock Monday morning, July 8th. This colorful event, with miles of Indians, Chuck Wagons, Old Timers, Mounted Police, Cowboys, etc., etc., is witnessed each year by from fifty to sixty thousand people.

**JULY
8 TO 13, 1929**

Tuesday morning at 10 o'clock, Grand Parade of Indians on 7th and 8th Avenues, between 2nd Street East and 3rd St. West. Thursday morning, between 9:30 and 11, the Western Morning Street Display on 9th Ave., between 2nd St. East and 1st St. West. The colorful Cowboy and Old Timers' Ball takes place at 10:30 Friday night, July 12th. Five Bands in attendance.

The judging of the exhibits is completed by Monday night, with the exception of the Live Stock Departments, which are judged Monday to Thursday inclusive.

The Stampede preliminaries, the afternoons of Monday to Thursday inclusive; semi-finals on Friday, and finals on Saturday, July 13th.

A running race programme is conducted each afternoon of the six days.

The chuck wagon race is run each evening, also Indian races, democrat and California cart races, an exceptionally fine Vaudeville programme, concert by Princess Patricia's Band, and the famous Novelty Revue closes the programme the first four evenings.

The programme closes Saturday night with the presentation of prizes and magnificent display of fireworks.

The cut on the left shows a Brahma steer getting rid of his rider.



The entries in the chuck wagon race number from 16 to 20, representing ranches from all parts of the province. The race has to be run in several relays each evening. It is more thrilling than the old chariot races of the Romans. The driver of the chuck wagon that lost a wheel jumped to the horse's back to protect himself.

Below is shown the Gateway to Beautiful Banff and Lake Louise—Canada's wonderful mountain playground, eighty miles from Calgary on hard surfaced roads.





The Indian Village on the Exhibition Grounds is of great interest to visitors. The above shows two of the painted tipis with a few of the hundreds of gorgeously dressed Indians who annually attend this great event. The Indians participate in the great Parade, Races, etc.

ATTENDANCE RECORD: 1922, 97,732; 1923, 137,838; 1924, 167,279; 1925, 178,668; 1926, 197,471; 1927, 210,879; 1928, 243,985. We are climbing towards the 275,000 mark this year.

THE COWBOY BALL — This is one of the most unique entertainment features staged anywhere in the world. It is held in the Palliser Hotel and overflows into an entire city block. Five bands provide the music for the ten thousand dancers. This year it will be held Friday evening, July 12th.

THE CALGARY EXHIBITION AND STAMPEDE THE GREATEST SHOW ON EARTH FOR THE MONEY.

\$1.50 in the afternoon, \$1.00 in the evening, for the choicest reserved seat. Thousands see the show for 75c. and \$1.00. Where can you equal it?

Second Largest Grandstand in Canada. Reserve your seats early and avoid disappointment.

Opens Monday morning with a Stupendous Stampede Parade. Closes Saturday night with a Gorgeous Fireworks Display.

Engage your room (hotel or private) through The Alberta Hotel Association, Leeson & Lineham Block, Phone M1594, Calgary. Have your mail addressed to the Post Office on the Exhibition Grounds.

REDUCED FARES—Special reduced fares from Saskatchewan, Alberta, and British Columbia mainland points. Summer tourist rates from wherever you live to Banff, the gem of the Canadian Rockies, with stop-over at Calgary.

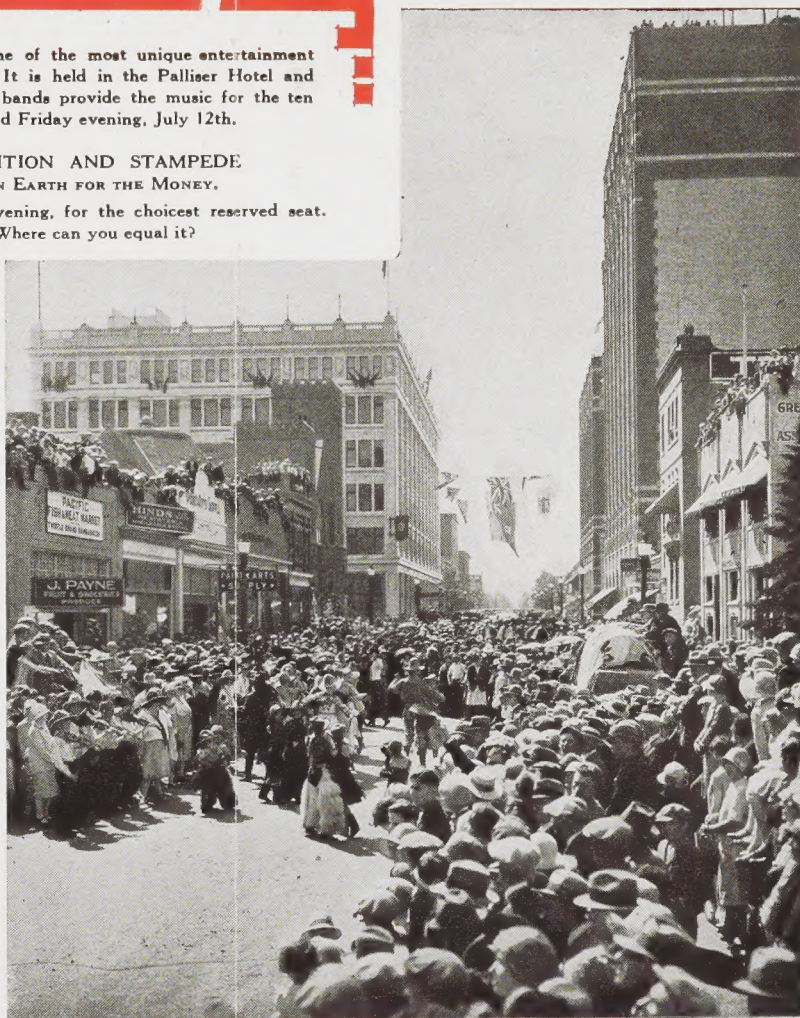
Motor over the alluring foothills into the majestic mountain playground to Beautiful Banff, only three hours from Calgary.

Two modern Auto Camps.

Up-to-date Municipal Air Port, 1 1/4 miles from Post Office.

Ask your nearest Auto Club for road maps, etc.

N. J. CHRISTIE, GUY WEADICK,
President. Manager, *The Stampede*.
E. L. RICHARDSON, General Manager,
CALGARY INDUSTRIAL EXHIBITION CO.,
LTD.,
CALGARY, ALBERTA, CANADA





The above group of three steers was awarded the Championship at the Champlain Winter Fair at Toronto, in 1928. They were bred as follows: (from left to right) J. L. Walters, Clive P. Suddaby, Lawoy, and the University of Alberta, and were fitted and exhibited by the University of Alberta.

The picture below of His Excellency, Lord Willingdon, Governor-General of Canada, and Lady Willingdon, with Guy Weadick, Manager "THE STAMPEDES," was taken in the chuck wagon camp last year. Their Excellencies were delighted with all they saw and did and stated that the entertainment provided far surpassed anything that they had imagined."